



Purpose: To provide guidance in the selection of library materials to support the curriculum for the program in marketing and the research needs and interests of the faculty. The degrees offered in this program are: Bachelor of Business Administration (BBA) with a major in marketing, Master of Business Administration (MBA) with a concentration and major in Marketing, Master of Science (MS) with a major in marketing, and Doctor of Philosophy (PhD) in marketing. The evolving field of electronic commerce is integrated into the curriculum via both individual courses and portions of courses.

The undergraduate program in marketing provides students with an understanding of basic problems and functions in marketing, and also allows students to develop in-depth exposure to specialized areas. The MBA program in the Department of Marketing prepares students for a career in business management, with an emphasis in marketing. The MBA program is designed for individuals with work experience who aspire to organizational or entrepreneurial leadership positions. The MS program in marketing is a specialized Masters program designed to provide the in-depth theoretical and applied training needed to excel in leadership positions in marketing. The program enhances general management abilities and provides an opportunity to build expertise in marketing. The doctoral program in marketing prepares the student for a career in teaching and research.

The departments of Accounting, Economics, Managerial Sciences, Mathematics and Psychology, have some shared interests with the department of marketing, and library materials bought to support the former will add to the support of the latter.

General Collection Guidelines:

- a. Languages: English will be the primary language of the collection.
- b. Chronological Guidelines: Current and recent topics are of major interest.
- c. Treatment of Subject: Research and methodology-based materials will be acquired.
- d. Types of Material: Books and periodicals are of primary interest. Encyclopedias, directories, atlases, government documents, and CD-ROMs are important sources. Case studies are important.
- e. Date of Publication: Major emphasis on current imprints.

Observations and Qualifications By Subject Subdivision:

Collection Goal

Undergraduate Coursework

Basic Marketing

Electronic/Internet Marketing	4
Marketing Plans and Strategy	4
Organizational environment	3A
Marketing research	4
Buyer behavior	4
Marketing plans	3C
Marketing decision elements	
Product	4
Distribution	4
Promotion	4
Price	4
International Marketing	4
Services Marketing	4
Nonprofit marketing	2B
Enterprise Resource Planning	4
Customer Relationship Management	4
Sales Force Automation	4

Buyer Behavior

Decision process of buyers	3B
Customer satisfaction	4
Implications for marketing strategies	
Market segmentation	4
Product design	3B
Promotion	3B

Marketing Research

Organizational issues	2A
Problem formulation	3A
Secondary data sources	4
Survey sampling	4
Measurement principles	4
Questionnaire design	4
Interviewing	3B
Basic data analysis	4
Research ethics	3B
New technologies	4
Analysis of marketing threats and opportunities	3A
International aspects	2B

Advertising

As a business, as a marketing tool, as creative	3B
Process	
International perspective	

History of advertising	2A
Current social, legal, ethical, and economic issues	4
Advertising process	
Psychology of advertising	4
Diagnostic and evaluative research	3A
Concept development	3A
Copy and layout	4
Media	4
Sales promotion	3B
Advertising organization	3A
Advertising Campaigns	
Advertising strategies	
Planning	3A
Execution	3A
Evaluation	3A
Stages in the advertising process	
Analysis of industries, competitors, consumers, and products	3C
Market segmentation	4
Objective setting	3A
Budget allocation	3A
Product positioning	4
Development of creative strategy and tactics	4
Media planning	4
Advertising evaluation	4
Principles of Selling	
Economic and psychological relationships	3C
Buying motives	3C
Product performance	2A
Industrial and consumer goods/services markets	4
Sales Management	
Formulation, implementation, and evaluation of a strategic sales program	
Impact of environmental factors	2A
Salesperson behavior	3A
Sales and cost analyses	3C
Compensation	4
Recruitment and selection	4
Motivation	4
Sales Force Automation	4
Distribution Channels	
Making goods, services, and ideas available for consumption	

Wholesalers	4	
Retailers	4	
Direct sales forces	3C	
Manufacturer representatives	3A	
Service providers	2B	
Channel arrangements		
Design	4	
Development	4	
Management	4	
Competitive market	2A	
Trends	4	
Retailing		
E-commerce	4	
Online Auctions	4	
Retail industry	3A	
Productivity	4	
Trade-oriented needs	2B	
Concepts and theories	4	
Case studies	1B	
Physical Distribution		
Logistics management		4
Materials management	1B	
Logistics as a competitive tool	4	
Management of customer service	4	
Transportation	3A	
Warehousing	3A	
Inventory management	3B	
Order Processing	3A	
Total cost concept	3A	
Operations research tools	3C	
Network simulation programs		1A
Business-to-Business Marketing		
Electronic/Internet Marketing	4	
Government	3A	
Commercial enterprises	3A	
Institutions	3A	
Case studies	1B	
Buying behavior of business customers	4	
Business market segmentation	4	
New product development	3C	
Product Management		
Market research data	3A	
Marketing models	4	
New product development and management	3C	

Analysis of Marketing Threats and Opportunities	3A
Idea generation	3A
Concept evaluation	3A
Optimal product design	3A
Test marketing	4
Product positioning	4
Market segmentation	4
Market share estimation	3C
Product packaging	3A
Advertising testing	3A
Pricing	4
Brand name selection	2B
Brand equity	4
Global product planning	3A
Marketing Problems	
Integrated marketing management	3C
Problem discussion, analysis and decision-making	3C

Graduate Coursework

Electronic/Internet Marketing	
Business-to-Business	4
Business-to-Consumer	4
Online Auction	4
E-commerce	4
Marketing Communications and Promotions	
Planning, implementation and control of programs	3B
Forms of marketing communications	
Advertising	4
Sales promotion	3B
Direct marketing	4
Packaging	3B
Public relations	3A
Public policy perspectives	3B
Sales Management	
Strategic sales programs	2B
Territory design	2B
Motivation	4
Compensation	4
Ethics	3C
Management concepts and applications	3A
Sales Force Automation	4

Marketing Research	
Information needs	3C
Decision making	3C
Designing of methodology	4
Interpreting results	2B
Case study	1B
Advanced Marketing Research Methodology	
Developing research objectives	3A
Questionnaire design	4
Sampling	4
Quantitative analysis	3C
Report writing	1B
Buyer Behavior	
Buyers of business-to-business and consumer goods and services	4
Life style analysis	2B
Organization	1A
Individual and family decision making	3C
Consumerism	2B
Behavioral models	4
Attitude formation and change	4
Information seeking	3C
Market segmentation	4
Customer Relationship Management	4
Marketing to Older Consumers	
Physiological and psychosocial changes	4
Needs for specific products and services	3A
Preferences for marketing communication and distribution Channels	3A
Business-to-Business Marketing	
Electronic/Internet Marketing	4
Strategy development for business customers	
Government	3A
Commercial organizations	3A
Institutions	3A
Buying behavior of business customers	4
Business market segmentation	4
New product development differences	3A
International market entry decisions	4
Joint ventures	2B
Licensing	2B
Franchising	2B
Price bidding strategies	2B
Product distribution strategies	2B

Trends in personal selling	2B
Channels of Distribution	
Direct sales forces	2B
Manufacturers reps	2B
Retailers	4
Wholesalers	4
Franchisors	2B
Franchisees	2B
Channel choice	3C
Management of channels	4
Case studies	1B
International Marketing	
Global Electronic/Internet Marketing	4
Multinational firm	3B
Marketing mix decisions	3C
Interrelationships between marketing and environment	3C
Global differences in consumer behavior	4
And institutions	
Adaptation of the marketing mix for local conditions	4
Global standardization of marketing strategy	4
Product Management	
Analysis of marketing opportunities and threats	3C
Planning for new products	3A
Market research data and models	3A
Idea generation	3A
Concept evaluation	3A
Optimal product design	2B
Test marketing	3C
Product positioning	4
Market segmentation	4
Marketing share estimation	3B
Product packaging	3A
Advertising testing	2B
Pricing	4
Brand name selection	3A
Brand equity	4
Global product planning	3A
Marketing Models	
Mathematical programming	2B
Forecasting	4
Simulation	3B

Linear modeling	2B	
Strategic Market Planning		
Analysis of market threats and opportunities		3C
Assessment of competitive advantages	4	
Forecasting market evolution	3C	
Development of business plans	4	
Methods of market analysis	4	
Decision making in multi-product and multi-unit businesses		3A
Case studies		1B
Marketing by Nonprofit Organizations		
Strategies, tactics, and techniques		3C
Customer orientation		2B
Product offering		2B
Price considerations		3B
Distribution channels		2B
Communication strategies		2B
Control and evaluation of marketing programs		2B
Marketing Theory		
Developing and evaluating theories		4
Schools of marketing thought		4
Research Seminar in Marketing		
Experimental methods		4
Sampling procedures		4
Measurement techniques		4
Methodology problems		4

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